



WTIC-TV

## ORDER

Print Date 10/30/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 396166 - 1

Original Date / Revision  
10/30/12 10/30/12

Advertiser E Esty/D/5th Dist/Congress

Agency Greer Margolis &amp; Mitchell, Ir

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

FIRENDS OF ELIZ ESTY

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1954

Alt Order # 06361683

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 157166

Competing Station	% of Order	Amount
2WCCT	1%	1571
3WFSB	45%	70725
4WVIT	12%	18860
5WTNH	27%	42435
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	25	\$20,038.75	\$23,575.00	0.00	10/29/12	11/06/12	25	\$20,038.75	\$23,575.00
Totals	25	\$20,038.75	\$23,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		1				\$1,400.00		0.00			
E 2	61	10/30/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	- TWTF - -	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		1				\$175.00		0.00			
3	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		1				\$375.00		0.00			
E 4	61	10/30/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	- TWTF - -	:30	2	\$110.00	01	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2				\$110.00		0.00			
5	61	10/30/12	11/02/12		CM	6p-630p	- TWTF - -	:30	1	\$425.00	01	0.00	NM	1	\$425.00



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Contract / Revision **396166- 1** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY** Estimate # **1954**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6p-630p M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$425.00		0.00			
E 6	61	10/30/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$275.00		0.00			
E 7	61	10/30/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					1	\$600.00		0.00			
E 8	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT - - - - -	:30	1	\$160.00	03	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT - - - - -					1	\$160.00		0.00			
E 9	61	10/30/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -					2	\$175.00		0.00			
10	61	11/03/12	11/04/12	Sa/Su 7a-9a Weekend Sa/Su 7a-9am Weekend I	CM	7a-9a	- - - - - SS	:30	1	\$60.00	01	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - SS					1	\$60.00		0.00			
E 11	61	11/04/12	11/04/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	- - - - - 1	:30	1	\$150.00	01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - 1					1	\$150.00		0.00			
E 13	61	10/30/12	10/30/12	Tue Prime A Raising Hope/Ben & Kate	CM	8p-9p	- 1 - - - - -	:30	1	\$5,000.00	01	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1 - - - - -					1	\$5,000.00		0.00			
14	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	1 - - - - -	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1 - - - - -					1	\$1,400.00		0.00			
E 15	61	11/05/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT - - - - -	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT - - - - -					1	\$275.00		0.00			
E 16	61	11/05/12	11/06/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	MT - - - - -	:30	1	\$110.00	01	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT - - - - -					1	\$110.00		0.00			
E 17	61	11/02/12	11/02/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	- - - - 1 - -	:30	1	\$2,000.00	01	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - 1 - -					1	\$2,000.00		0.00			
E 18	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	- - - - 1 - -	:30	1	\$1,800.00	01	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - 1 - -					1	\$1,800.00		0.00			



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Contract / Revision     **396166- 1**   Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision   10/30/12/   10/30/12

Order Sep   00:15:00

Advertiser   **E Esty/D/5th Dist/Congress**   Product **FIRENDS OF ELIZ ESTY**

Estimate #   **1954**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	---- 1--	:30	1	\$1,800.00	01	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- 1--					1	\$1,800.00		0.00			
E 19	61	10/30/12	11/02/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF- -	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF- -					1	\$200.00		0.00			
N 20	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 2- - -	:30	2	\$4,000.00	01	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--- 2- - -					2	\$4,000.00		0.00			
N 21	61	10/31/12	11/02/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- - WTF- -	:30	3	\$200.00	01	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - WTF- -					3	\$200.00		0.00			
Totals														25	\$23,575.00